

Wm. Johnson & Son

—GREAT—

SEMI-ANNUAL CLEARANCE SALE

Shoes, Clothing, Men's and Boys' Underwear, Hats, Caps,
Half Hose and Neckwear

Will begin Sept. 1st, at their Big Stores,

118 to 124 S. Palafox St., Pensacola, Fla.

This will be the greatest opportunity ever offered to the people of West Florida to buy good clean seasonable merchandise at prices that are less than actual factory cost.

Misses' and Children's Slippers and Oxfords.

75 PAIR OF BABY SLIPPERS, SIZES 1½ TO 6, WORTH 75c, 90c and \$1.00, PER PAIR THIS SALE 49c.

ONE LOT BAREFOOT SANDALS SIZE 11 TO 2, WORTH \$1.25 TO \$1.50 AT 69c PER PAIR.

ONE LOT BAREFOOT SANDALS, SIZE 5 TO 10, WORTH \$1.00 PER PR. NOW 55c.

100 PAIR CHILDREN'S SLIPPERS, SIZES 6 TO 11, REGULAR \$1.00 PER PAIR; THIS SALE 65c.

175 PAIR CHILDREN'S SLIPPERS SIZES 6 TO 2, MANY STYLES TO SELECT FROM, WORTH 1.50 PER PAIR, THIS SALE 89c.

OUR ENTIRE LINE MISSES' AND CHILDREN'S \$1.75 AND \$2.00 SLIPPERS AND OXFORDS, THIS SALE \$1.39.

30 PAIR MISSES' AND CHILDREN'S WHITE CANVAS OXFORDS AND SLIPPERS MERRIAM'S MAKE, WORTH \$1.50 TO \$2.00, SIZES 6 TO THIS SALE ALL ONE PRICE, 98c.

50 PAIR OF CHILDREN'S WHITE CANVAS SLIPPERS, THIS SALE 73c PER PAIR.

100 PAIR BABY SOFT SOLE SHOES, SIZE 0 TO 3, ALL LEATHER 50c QUALITY THIS SALE 35c.

ALL OUR MISSES' AND CHILDREN'S OXFORDS AND STRAP SLIPPERS, \$2.50 QUALITY, THIS SALE \$1.69.

Ladies' Oxfords and Strap Slippers.

90 PAIR LADIES' GENUINE DON-GOLA OXFORDS, SIZES 3 TO 8, PAT. TIP; SOLD EVERYWHERE FOR \$1.25; THIS SALE 65c.

ONE LOT LADIES' COMMON SENSE HOUSE SLIPPERS WITH SINGLE STRAP, SIZES 3 TO 7; THE \$1.00 QUALITY, THIS SALE 79c.

300 PAIR LADIES' FINE OXFORDS SIZE 2½ TO 8, WORTH REGULAR \$1.50 TO \$2.00, MANY STYLES TO SELECT FROM; THIS SALE ONLY \$1.00 PER PAIR.

75 PAIR LADIES' ELEGANT DRESS SLIPPERS IN STRAPS AND RIBBON TIES, SIZES 1½ TO 6 IN PATENT KID, PATENT COLT AND PLAIN KID, \$2.50 AND \$3.00 VALUES THIS SALE \$1.50.

ALL OF OUR LADIES' \$1.50, \$1.75 AND \$2.00 STRAP SLIPPERS; THIS SALE \$1.05.

THE FOLLOWING REDUCTIONS ON ALL CELEBRATED DUTCHESS OXFORDS:

ALL TAN COLORS AT HALF PRICE.

ALL OUR \$2.50 BLACK OXFORDS AT \$1.85.

ALL OUR \$3.00 BLACK OXFORDS AT \$2.19.

ALL OUR \$3.50 BLACK OXFORDS AT \$2.95.

ONE LOT QUEEN QUALITY OXFORDS, WORTH \$2.50 AND \$3.00; THIS SALE \$1.45.

LADIES' WHITE CANVASS OXFORDS WORTH \$1.75 TO \$2.50. THIS SALE \$1.39.

MEN'S AND BOYS' OXFORDS And Outing Shoes.

75 PAIR WHITE AND GREY CANVAS OXFORDS BOTH MEN'S AND BOYS', \$1.50 QUALITY; THIS SALE 85c.

20 PAIR MEN'S FINE WHITE CANVAS OXFORDS \$2.50 VALUE; THIS SALE \$1.65.

ONE LOT MEN'S FINE CANVAS OUTING SHOES, \$2.50 AND \$3.00 VALUES, THIS SALE \$1.83.

ONE LOT MEN'S FINE BLACK AND TAN IMPORTED RUSSIA LEATHER GOLFING SHOES \$3.50 VALUE THIS SALE \$2.19.

OUR ENTIRE LINE BOYS' AND YOUTHS' LOW SHOES; BURLEY & STEVENS MAKE AT 20 PER CENT. DISCOUNT DURING THIS SALE.

ONE LOT OF BOYS' BLACK AND TAN; OXFORDS, \$1.50 QUALITY THIS SALE 90c.

ALL OF OUR MEN'S \$1.50 OXFORDS AT \$1.19.

ALL OF OUR MEN'S \$2.00 OXFORDS AT \$1.50.

ALL OF OUR MEN'S \$2.50 OXFORDS AT \$1.85.

ALL OF OUR MEN'S \$3.00 OXFORDS AT \$2.35.

ALL OF OUR MEN'S \$3.50 OXFORDS AT \$2.85.

ALL OF OUR MEN'S CELEBRATED DUNLAP OXFORDS IN SHINY AND DULL LEATHER, BOTH BLK. AND TAN, \$5.00 SELLERS THIS SALE \$3.95.

MEN'S AND BOYS' CLOTHING.

ONE LOT MEN'S WASH SUITS, \$2.50 VALUE; THIS SALE \$1.85.

ALL OF OUR PURE LINEN SUITS \$5.00 AND \$6.00 QUALITIES; THIS SALE \$3.95.

ONE LOT MEN'S WASH PANTS, \$1.25 VALUE; THIS SALE 90c PER PAIR.

ANY \$10.00 SUIT IN OUR IMMENSE LINE; THIS SALE \$7.75.

ALL \$12.50 SUITS THIS SALE \$9.00

YOUR CHOICE OF OUR ELEGANT LINE OF \$15.00 SUITS DURING THIS SALE FOR \$11.50.

\$12.75 WILL BUY ANY OF OUR ELEGANT IMPORTED WORSTED OR CRASH SUITS, WORTH \$16.50 to \$20.00, DURING THIS SALE.

ONE LOT OF BOYS' WASH SUITS WORTH \$1.25 TO \$2.00 THIS SALE 75c PER PAIR.

A SWEEPING REDUCTION OF 20 PER CENT ON ALL OUR BOYS' LIGHT-WEIGHT WORSTED AND CASHMERE SUITS DURING THIS SALE.

200 PAIR BOYS' WASH PANTS, 25c QUALITY; THIS SALE 18c, SIZE 5 TO 15.

25 PAIR BOYS' FINE CORDED PIQUE AND LINEN CRASH BLOUSE PANTS, SIZE 5 TO 10, 75c QUALITY THIS SALE 59c PER PAIR.

200 PAIR MEN'S CELEBRATED DUTCHESS COTTONADE PANTS; \$1.25 QUALITY; THIS SALE 89c.

20 PER CENT OFF DURING THIS SALE ON ALL OUR FINE WORSTED TROUSERS RANGING IN PRICE FROM \$2.50 TO \$8.00 PER PAIR.

Men's and Boys' Straw and Panama Hats.

ONE LOT OF MEN'S EXTRA FINE MILAND, MACKINAW, AND SPLIT STRAW HATS WORTH REGULAR FROM \$1.50 TO \$3.00; THIS SALE 50c.

ONE LOT OF BOYS' AND CHILDREN'S HATS, 25c VALUES; THIS SALE 10c.

YOUR CHOICE OF ANY 50c STRAW HAT IN OUR ENTIRE LINE; MEN'S OR BOYS' FOR 35c.

ALL OF OUR 75c STRAWS FOR 45c.

ALL OF OUR \$1.00 STRAWS FOR 69c.

ALL OF OUR \$1.50 STRAWS FOR 89c.

ALL OF OUR \$2.00 STRAWS FOR \$1.00.

ALL OF OUR \$2.50 STRAWS FOR \$1.25.

ALL OF OUR \$3.00 STRAWS FOR \$1.50.

\$8.00 PANAMAS FOR \$4.75.

\$10.00 PANAMAS FOR \$6.50.

\$12.00 PANAMAS FOR \$8.50.

\$20.00 PANAMAS FOR \$15.00.

Boys' & Children's Caps.

WE CARRY THE LARGEST AND BEST SELECTED LINE OF THIS STYLE OF HEAD GEAR TO BE FOUND IN THIS CITY; DURING THIS SALE WE OFFER YOU YOUR CHOICE AT THE FOLLOWING EXCEEDINGLY LOW PRICES: 25c, CAPS FOR 19c; 50c CAPS FOR 35c; 75c CAPS FOR 49c; \$1.00 CAPS FOR 75c; \$1.25 CAPS FOR 95c; \$1.50 CAPS FOR \$1.10; \$2.00 CAPS FOR \$1.35.

Boys' & Men's Underwear

THE MOST COMPLETE LINE TO BE FOUND IN THE CITY.

YOUR CHOICE OF OUR ENTIRE LINE OF 15 ELEGANT STYLES OF 50c VALUES AT 39c PER SUIT.

25 PER CENT REDUCTION ON ALL UNDERWEAR FROM ONE DOLLAR PER SUIT UP.

Hosiery and Neckwear

150 DOZEN MEN'S HALF HOSE, 10c VALUES; THIS SALE AT 7c PER PAIR.

100 DOZEN MEN'S HALF HOSE IN BOTH FANCY AND PLAIN, 15c VALUES THIS SALE 11c PER PAIR

50 DOZEN MEN'S FINE HALF HOSE; MANY STYLES TO SELECT FROM; 25c VALUES; THIS SALE 19c.

YOUR CHOICE OF OUR ELEGANT LINE OF 50c HALF HOSE FOR 39c DURING THIS SALE.

200 DOZEN FINE MADRASS AND SILK SHIELD BOW TIES WORTH FROM 10 TO 25c EACH THIS SALE 3c EACH.

ONE LOT OF FINE STRING TIES 25c QUALITY; THIS SALE 12c EACH

YOUR CHOICE OF OUR SWELL LINE OF 25c FOUR-IN-HAND WINDSOR AND CLUB TIES AT 19c.

YOUR CHOICE OF OUR IMMENSE LINE OF 50c WINDSOR CLUBS AND FOUR-IN-HANDS DURING THIS SALE FOR 40c.

Men's & Boys' Suspenders

BOYS' 15c SUSPENDERS FOR 9c.

BOYS' 20 SUSPENDERS FOR 15c.

BOYS' 25c SUSPENDERS FOR 20c.

MEN'S \$1.00 SUSPENDERS FOR 85c.

MEN'S 75c SUSPENDERS FOR 59c.

MEN'S 50c SUSPENDERS FOR 40c.

MEN'S 25c SUSPENDERS FOR 20c.

This Sale Will Continue 15 Days.

No Goods will be Charged at these Prices.

All Mail Orders must be accompanied by the cash or its equivalent.

SALE BEGINS FRIDAY, SEPT. 1st, AT 8 O'CLOCK.

You need goods - we need the money - the exchange will be in your favor.

Wm. Johnson & Son.